

## Message Text

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14

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 R

DRAFTED BY OIM/BIC/WJLYNCH/MMM

APPROVED BY EB/OCA/CM/BEBYRON

OIM/DM/DTRAFTON (PHONE)

LLUCHS/USIA (PHONE)

SHARRIS/STATE (PHONE)

EUR/RPE/RBRESLER

----- 030224

R 060252Z MAR 76

FM SECSTATE WASHDC

TO AMEMBASSY STOCKHOLM

INFO AMEMBASSY COPENHAGEN

AMEMBASSY LONDON

AMEMBASSY PARIS

AMCONSUL FRANKFURT

AMCONSUL MILAN

AMEMBASSY BONN

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E.O. 11652: N/A

TAGS: BEXP, SW, DM, UK, FR, WG, IT

SUBJECT: NEW PRODUCT CLINICS, A NEW TRADE CENTER EVENT  
BASED ON VTR'S

1. COMMERCE, WITH SUPPORT OF USIA, DESIRES TEST NEW  
PRODUCT CLINICS THIS FALL AT STOCKHOLM TRADE CENTER. NEW  
PRODUCT CLINIC (NPC) IS A NEW TYPE TRADE CENTER EVENT BASED  
ON VIDEO TAPE RECORDINGS OF COMPANY SALES PRESENTATIONS.

2. EACH NEW PRODUCT CLINIC WILL CONSIST OF FROM 15 TO 36  
EXHIBITING FIRMS. EACH EXHIBITOR WILL HAVE A 10 MINUTE  
VTR IN COLOR AND SOUND OF A COMPANY EXECUTIVE MAKING A  
SALES PRESENTATION. FIRMS WILL BE ENCOURAGED TO USE SALES  
AIDS, CHARTS, COLOR SLIDES AND EXISTING, USEABLE FILM CLIPS  
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OR VTR'S OF THE PRODUCT IN ACTION--WHERE THESE CAN BE

INCLUDED IN THE 10 MINUTE VTR. THE VTR'S WILL BE BACKED UP BY A DISPLAY OF EXHIBITORS' CATALOGS.

3. EVENT WILL BE HELD IN TRADE CENTER FACILITY. WE ANTICIPATE VTR'S WOULD BE SHOWN IN HALF-HOUR SEGMENTS COVERING 3 FIRMS, EACH RECEIVING 10 MINUTES, FOLLOWED BY A 20 MINUTE BREAK TO REVIEW CATALOGS. THERE SHOULD BE 3 VTR RECEIVER SETS AVAILABLE PERMITTING CONCURRENT SHOWING OF 2 DIFFERENT VTR'S IN DIFFERENT ROOMS WITH EXTRA SET AVAILABLE TO SERVICE OUT OF TOWN OR MAJOR BUYERS WHO VISIT THE SHOW TO SEE ONE OR TWO LINES ONLY THEN LEAVE.

4. EVENT WILL RECEIVE CUSTOMARY TRADE CENTER AND E/C SECTION PROMOTION INCLUDING PROSPECTS IDENTIFICATION, FLYER, DIRECT MAIL, REPRINT AND PUBLICITY IN TRADE AND TECHNICAL PRESS.

5. SALES AND AGENCY LEADS DEVELOPED SHOULD BE HANDLED SEPARATELY FROM NORMAL TRADE OPPORTUNITY PROGRAM. NPC LEADS SHOULD BE TELEXED DIRECTLY TO THE EXHIBITORS. COPIES OF TELEX SHOULD BE AIR MAILED TO OIM/SAD COMMERCE AS ATTACHMENT TO FINAL REPORT.

6. EVENT THEME WILL BE MACHINE TOOLS. COMMERCE NEGOTIATION WITH NATIONAL MACHINETOOL BUILDERS ASSOCIATION RE: CO-SPONSORSHIP AND PROVISION OF INDUSTRY EXPERT TO ASSIST YOU. EVENT TIMING IS NOVEMBER 1976.

7. POST WILL RECEIVE FINISHED VTR TAPES, SCRIPTS, CATALOGS FOR CATALOG DISPLAY, MARKETING DATA FORMS, PA'S. TRADE CENTER WILL RECEIVE SUPPLEMENTAL FUNDS.

8. AFTER CONSULTATION WITH PAO, PLEASE REPLY TO FOLLOWING QUESTIONS:

A. RECOMMEND DATES

B. ADVISE IF SUFFICIENT VTR RECEIVER SETS AVAILABLE TO YOU AT THAT TIME. IF NOT CAN YOU BORROW THEM FROM NEARBY POSTS. DO YOU HAVE 1/2" OPEN REEL OR 3/4" CASSETT TYPE MACHINES?

C. ADVISE EXTENT TO WHICH PAO CAN CONTRIBUTE TO ATTENDING QUESTIONS

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ANCE PROMOTION, E.G., PRINTING AND MAILING OF FLYER, PRESS RELEASES, MEDIA COVERAGE.

9. BEFORE MAKING A FINAL DECISION TO IMPLEMENT THIS NEW PROGRAM, WE SHOULD APPRECIATE RECEIVING YOUR VIEW'S AND AN ESTIMATE OF THE RESOURCES WHICH THE ECON/COMMERCIAL SECTION WOULD EXPECT TO DEVOTE TO THE SUPPORT OF NPC, FROM THIS INFORMATION, IT WILL BE POSSIBLE TO JUDGE THE IMPACT

OF THE NPC ON OVERALL CCP ACTIVITIES.

10. STOCKHOLM TC ALSO MAY WISH CONSIDER MOUNTING THIS  
NPC AS OFF-SITE EVENT IN INTERTOOL '76, COPENHAGEN 23-27  
NOV., AFTER OR BEFORE SHOWING IN TRADE CENTER. REQUEST  
YOU CONSULT WITH AMEMBASSY, COPENHAGEN RE DESIRABILITY  
SUCHPARTICIPATION, AND ADVISE. IF COPENHAGEN INCLUDED,  
USDOC WILL PROVIDE REQUIRED ADDITIONAL FUNDING AND EXTEND  
TRAVEL OF INDUSTRY EXPERT. KISSINGER

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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**TAGS:** BEXP, ETRD, SW, DA, UK, FR, GE, IT  
**To:** STOCKHOLM  
**Type:** TE  
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